

Mobile, Ala.-Pensacola, Fla. (63)
 Monroe, La.-El Dorado, Ark. (118)
 Montgomery-Selma, Ala. (107)
 Nashville (32)
 New Orleans (35)
 New York (1)
 Norfolk-Portsmouth-Newport News-Hampton, Va. (42)
 North Platte, Neb. (210)
 Odessa-Midland, Tex. (146)
 Oklahoma City (39)
 Omaha (72)
 Orlando-Daytona Beach-Melbourne, Fla. (25)
 Ottumwa, Iowa-Kirksville, Mo. (204)
 Paducah, Ky.-Cape Girardeau, Mo. (76)
 Palm Springs, Calif. (178)
 Panama City, Fla. (171)
 Parkersburg, W.Va. (183)
 Peoria-Bloomington, Ill. (110)
 Philadelphia (4)
 Phoenix (20)
 Pittsburgh (16)
 Portland, Ore. (27)
 Portland-Poland Spring, Me. (73)
 Presque Isle, Me. (203)
 Providence, R.I.-New Bedford, Mass. (44)
 Quincy, Ill.-Hannibal, Mo. (154)
 Raleigh-Durham, N.C. (34)
 Rapid City, S.D. (168)
 Reno (119)
 Richmond, Va. (61)
 Roanoke-Lynchburg, Va. (70)
 Rochester-Austin, Minn.-Mason City, Iowa (147)
 Rochester, N.Y. (71)
 Rockford, Ill. (139)
 Roswell, N.M. (195)
 Sacramento-Stockton, Calif. (21)
 St. Joseph, Mo. (189)
 St. Louis (18)
 Salinas-Monterey-San Jose, Calif. (111)
 Salisbury, Md. (163)
 Salt Lake City (40)
 San Angelo, Tex. (190)

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San Antonio, Tex. (43)
 San Diego (24)
 San Francisco-Oakland-San Jose (5)
 Santa Barbara-Santa Maria-Santa Luis Obispo, Calif. (112)
 Sarasota, Fla. (155)
 Savannah, Ga. (103)
 Seattle-Tacoma (15)
 Shreveport, La.-Texarkana, Tex. (65)
 Sioux City, Iowa (128)
 Sioux Falls-Mitchell, S.D. (100)
 South Bend-Elkhart, Ind. (84)
 Spokane, Wash. (77)
 Springfield, Mass. (96)
 Springfield, Mo. (82)
 Springfield-Decatur-Champaign, Ill. (74)
 Syracuse, N.Y. (68)
 Tallahassee, Fla.-Thomasville, Ga. (117)
 Tampa-St. Petersburg-Sarasota (17)
 Terre Haute, Ind. (125)
 Toledo, Ohio (64)
 Topeka, Kan. (138)
 Traverse City-Cadillac, Mich. (134)
 Tucson, Ariz. (81)
 Tulsa, Okla. (54)
 Tuscaloosa, Ala. (185)
 Twin Falls, Idaho (202)
 Tyler-Longview, Tex. (124)
 Utica, N.Y. (161)
 Victoria, Tex. (206)
 Waco-Temple, Tex. (97)
 Washington (9)
 Watertown-Carhage, N.Y. (172)
 Wausau-Rhineland, Wis. (133)
 West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)
 Wheeling, W.Va.-Steubenville, Ohio (142)
 Wichita-Hutchinson, Kan. (59)
 Wichita Falls, Tex.-Lawton, Okla. (135)
 Wilkes Barre-Scranton, Pa. (52)
 Wilmington, N.C. (149)
 Yakima, Wash. (127)
 Youngstown, Ohio (89)
 Zanesville, Ohio (201)

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Castle Rock is at home in thick of network development

Independent producer formed by ex-Embassy executives has eight network series in the works

Castle Rock Entertainment, with eight pilot projects on the three networks (three at ABC, three at CBS, and two at NBC), has the most of any independent producer, and as such, is in the running to become the next major independent producer of network programming.

The company, founded in July 1987, comprises five partners: Rob Reiner, Glenn Padnick, Alan Horn, Andrew Scheinman and Martin Shafer, who together own a 60% interest in the company, with Colum-

bia Pictures owning the remaining 40%. The Columbia connection is not surprising, considering that all five of the Castle Rock founders had worked together at Embassy Communications, a subsidiary of Columbia, prior to founding Castle Rock.

Horn spent nearly 14 years at Embassy, eventually serving as its chairman and chief executive officer, with responsibility for Embassy Communications, Embassy Pictures, Embassy Television, Embassy Telecommunications, Embassy Home Entertainment and Embassy Communications International. Following Coca-Cola's purchase of Embassy in 1985, Horn joined 20th Century Fox, but left after

nine months over what he describes as a dispute with upper management. Shortly after leaving Fox, Horn co-founded Castle Rock.

Padnick was with Embassy for 10 years, the last three as president of Embassy Television, responsible for all production and creative activities. Padnick co-founded Castle Rock when his contract with Embassy expired.

Scheinman came to Castle Rock after producing a number of successful theatrical films. In addition to "Mountain Men," his first film production credit (with Martin Shafer), he also produced "The Sure Thing," "Stand By Me" and "The Princess Bride," all of which Rob Reiner directed.

Reiner first gained fame for his role on the long-running CBS comedy *All in the Family*. In addition to the above-mentioned directorial credits, Reiner also co-wrote and directed the theatrical "This is Spinal Tap," a parody of rock and roll documentaries.

Martin Shafer joined Embassy Pictures in 1983 as a production executive. He eventually was named president of production for that division, and was responsible for the release of such theatrical films as "The Sure Thing," "A Chorus Line" and "Stand By Me."

The five principals of the company are actively involved in all phases of development, both network television and theatrical films. "The theory of the company is that

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